



State of Arizona

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Arizona Human Trafficking Council Launches Statewide Outreach and Awareness Campaign

Releases New Study on Prevalence of Sex Trafficking Among Homeless Youth

PHOENIX – Governor Jan Brewer and the Arizona Human Trafficking Council have announced the launch of the statewide End Sex Trafficking AZ public awareness campaign and the release of a new study examining the prevalence of sex trafficking among homeless youth.

The Council has adopted the U.S. Department of Homeland Security's Blue Campaign as part of its statewide awareness efforts to inform Arizonans on the fight against human trafficking and promote the National Hotline number, 1-888-373-7888. Working in collaboration with law enforcement, government, non-governmental and private organizations, the Blue Campaign strives to protect the basic right of freedom and to bring to justice those who exploit human lives. Available resources include PSAs and videos, posters, indicator cards, pamphlets, fact sheets, shoe cards and tear cards, cobranded with the Council's End Sex Trafficking AZ logo and website.

"We are so pleased that the Arizona Human Trafficking Council in conjunction with the Governor's Office for Children, Youth and Families is the first state government in the nation to partner with the Blue Campaign," said Cindy H. McCain and Gil Orrantia, Co-Chairs of the Arizona Human Trafficking Council. "This is another first for Arizona in the fight against human trafficking and a positive step toward educating the public about this horrible crime and getting help to victims."

The Council's Outreach and Awareness Committee will oversee outreach efforts that will equip Arizonans throughout the state with information to report tips to law enforcement, get help for victims and learn more about human trafficking. With the support of the Arizona Department of Transportation, Arizona Lodging and Tourism Association and Hensley Beverage Company, awareness materials with the national hotline number will initially be distributed to rest areas, truck stops, hotels, taverns and restaurants, totaling more than 5,000 locations across Arizona. To join the fight to end sex trafficking in Arizona, individuals, businesses, faith based organizations, schools and others are encouraged to access and distribute awareness materials that can be found at endsextrafficking.az.gov.

"The DHS Blue Campaign is pleased to have the Arizona Human Trafficking Council of the Governor's Office for Children, Youth and Families join our broadening network of partners," said Alejandro Mayorkas, Deputy Secretary of Homeland Security. "This partnership will better enable us to identify and rescue victims of this heinous crime and bring the perpetrators to justice. We will continue to work with state and local authorities and private sector partners across the country to help save lives, protect innocent individuals, and prevent this form of modern day slavery."

Additionally, the Council's Data and Research Committee has released a report, under the direction of Committee Chair and lead researcher Dr. Dominique Roe-Sepowitz, on a study to examine the incidence of sex trafficking among homeless youth in Arizona. Study findings indicate as many as one in every four homeless young adults in Arizona has experienced sexual exploitation through a commercial sex trafficking situation, with 65.1 percent reporting having a sex trafficker. Surveys were completed by 246 homeless youth, 18-25 years old, receiving services from young adult serving organizations in Arizona.

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